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K mart reported an estimated 11.8% increase in consolidated sales for the four-week period ended July 27, 1983.

Board Chairman Bernard M. Fauber noted that K mart's July results supported the current pattern of healthy sales increases for the company, even following the strong movement of seasonal merchandise in June.

Consolidated sales were approximately \$1,372,477,000, compared with \$1,227,879,000 for July 1982. Sales for the first half of fiscal 1983 were \$8,614,720,000, an increase of 11.1% over last year's volume of \$7,753,337,000 for the comparable period.

Comparable-store sales—those from K mart stores open at least one year—increased by 10.1% this July over the same period in 1982.

Sales figures include results from K mart discount department stores, which totaled 2,136 on July 27, 1983, compared with 2,084 on July 28, 1982. Also contributing to sales are Designer Depot, Kresge and Jupiter stores and Furr's Cafeterias, Inc.

Mr. Fauber cited merchandising enhancements as a source of future strength for the retailer. "Our Home Electronic Centers, for example, should produce gratifying results as consumers turn to indoor activities this fall," he says.

Now in some 475 stores, the Home Electronic Centers are targeted for most U.S. K mart stores by the end of 1983. The new departments include hardware, software and peripherals for home computers; video games and software; telephones; stereo components, televisions; radios, and calculators.

September Store Openings

| Region | Location | Tentative Opening |
|--------|--------------------|-------------------|
| C | 7532—Lima, OH | September 22 |
| | Designer Depot | |
| C | 2006—Whitehall, OH | September 1 |
| C | 2007—Columbus, OH | September 1 |
| C | 2019—Speedway, IN | September 29 |
| E | 2016—Claymont, DE | September 1 |
| E | 2017—Newark, DE | September 1 |
| S | 7442—Bristol, TN | September 15 |

Sarajevo and Los Angeles... K mart will be there.

At the age of 25, 5'6", 107-pound Mary Decker is entering her 14th year as a runner in the 1984 Summer Olympics. But those years haven't been easy. When the Olympics name an official soft drink, an official car, etc., they should name Decker as the official survivor.

She started running cross-country at age 11 in her hometown, Huntington Beach, California, and joined a track club soon after. Her coach, so impressed by her body mechanics and great heart, started priming her for the '76 Olympics.

Her preparation began with competing in a marathon, a 440, an 880, a mile and a two mile run. However, immediately following these events, Decker had to have an emergency appendectomy, resulting from extreme stress. This marked the beginning of Decker's numerous stress-related ailments throughout her running years, but it also marked the start of her determination to choose running, despite its possible self-destruction, over a broken home-life, brought on by her parent's unhappy marriage. It seems her determination has paid off well, because today she is known as the queen of the middle distances.

In 1984, K mart Corporation will be the exclusive retail sponsor for the Winter Olympics, to be held February 7-19 in Sarajevo, Yugoslavia, and co-sponsor with Sears for the Summer Games, July 20-August 12 in Los Angeles, California.

All K mart stores, starting in October, will be participating in the much-needed fund raising for the athletes by setting up collection canisters in every store for customer and employee contributions. The United States is the only country where its people, not the government, provide the necessary financial assistance needed to train and support the Olympic team. And those contributions will go to athletes like Decker, where her running speed has been exemplified against other American women runners, who start falling behind just after half a mile.

Decker, along with Carl Lewis, long jumper and likened to the legendary Jesse Owens, have been termed as old-fashioned heroes. But their training and support require modern standards. Because Americans today are active behind the Olympic event, almost as much as our European counterparts, athletes like Decker and Lewis can train and support themselves comfortably.

